

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

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Region Operations Mgr

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June 24, 1997

RJR Account #180000  
R. Rinde  
ELMIRA DISTRIBUTING

**AUGUST WINSTON B2G2F / PROMOTION #700465**

Dear Rich:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as **23** skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC Code</u>	<u>WINSTON</u> <u>Brand Style</u>	<u>#/ (6M) Cases</u> <u>B1G1F</u>
12300-24091	Box	3
12300-24092	Light Box	3

**PO #071497**

Product / Premium Arrival:

July 14, 1997

Ship Date to Retail:

Week of: July 28, 1997

SKU CUBE:

1.4360

SKU WT (w/o Product):

3.7500 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$524.02

Non-EFT \$ Amount:

\$N/A

51862 3752

-2-

B2G2F

ELMIRA DISTRIBUTING

**Promotion Description:** Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'***

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$42.00 (1.5 case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell

Promotional Coordinator / 1610

/jc

cc: A. Zecca

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-WINB2.DOC

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# New package deal on New Winston.

New  
Winston

BUY 2,  
GET 2.

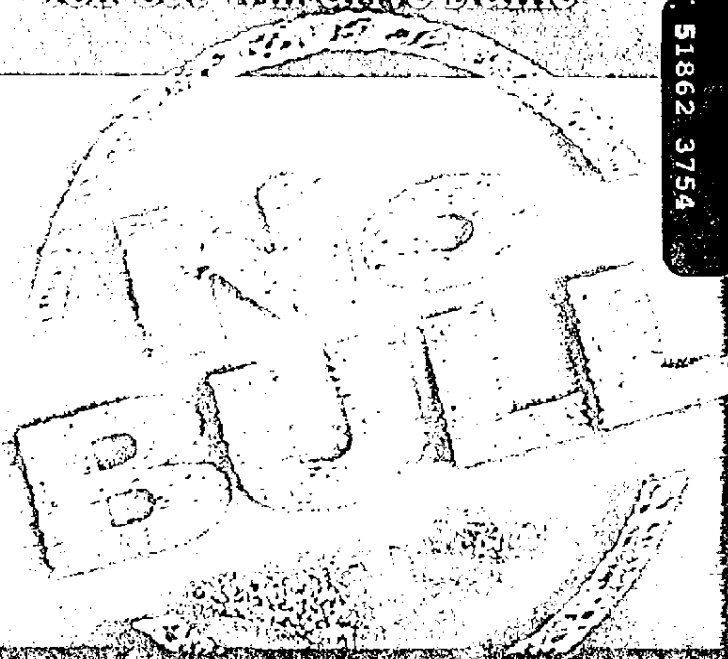
No  
additives.  
True  
taste.



- Introducing new  
no-additive Winston
- Totally redesigned  
package lets  
customers know  
Winston is new  
inside and out



- Special buy 2, get 2 free  
August launch promotion
- New offer in eye-catching  
promo package
- Complete national advertising  
roll-out will drive traffic



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#700465

## WHOLESALE PACKING INSTRUCTIONS

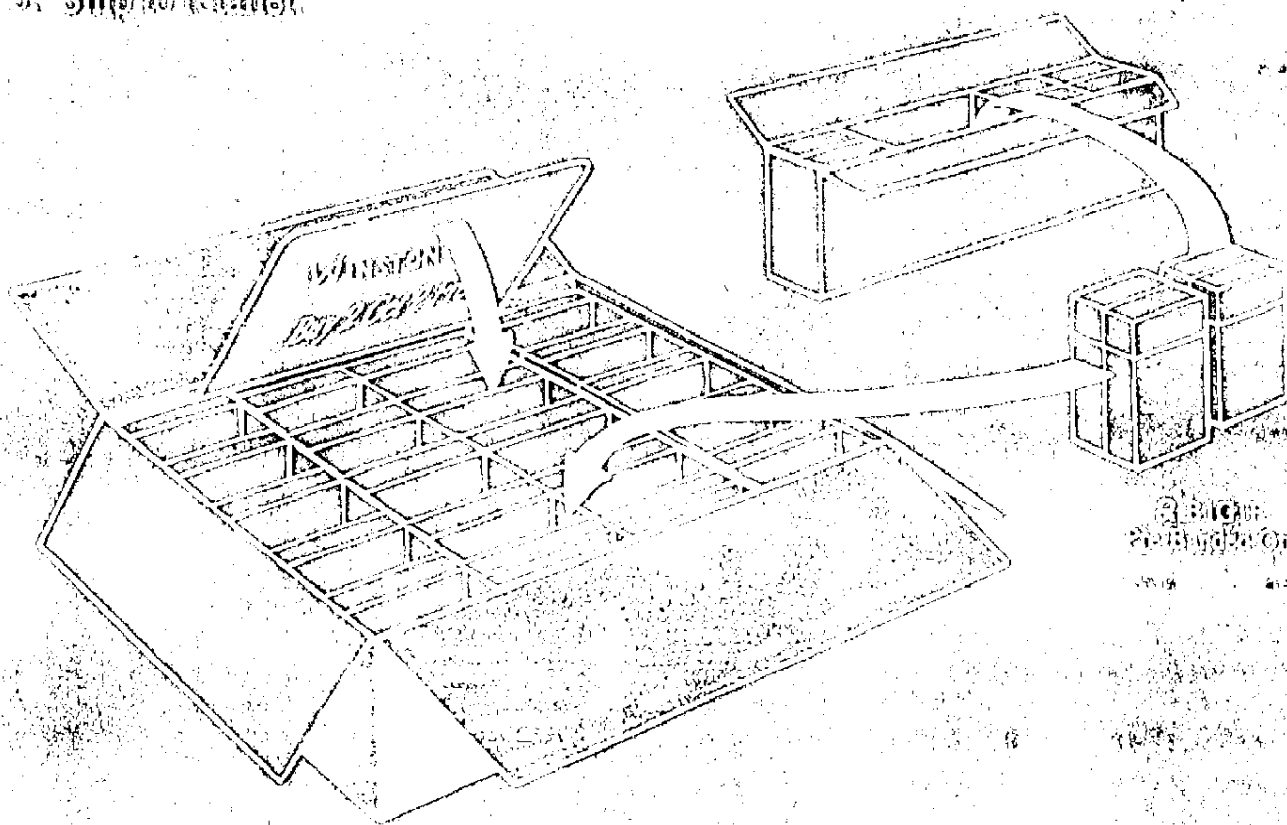
## VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

## STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B2G2F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each Winston  
cigarette contains  
the brand's 2-for-1  
buy one get one  
free offer.



ITEM # 51862 3755

Description: Winston B2G2F Sleeve (20 SKT)

Brand Style	WINSTON Box	WINSTON LT Box					
Number of Cartons	4	4					

51862 3755

BPEN55B2

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 22

DATE: 97-06-16

TIME: 10:08 AM

WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>  
TEMPLATE : 700465 70800 WIN AUG B2G2F  
TEMPLATE SEQ : 0012  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1				(716) 243-2426
162605	162228	192094	C & S MOBIL MART/P	3301 CHAMBERS RD	HORSEHEADS	NY	14845	1				(607) 796-9208
162605		429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1				(315) 548-5046
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	2				(315) 597-6300
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	2				(716) 394-4490
162605		718792	LIQUID UNLIMITED IN	1600 CEDAR ST	ELMIRA	NY	14904	1				(607) 734-4296
162605	162228	737481	SUB'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607) 739-5401
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607) 732-1275
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	1				(607) 594-3846
162605	162225	764282	RT #414 RED & WHITE	1595 STATE ROUTE	WATKINS GLEN	NY	14891	1	NYS			(607) 535-7515
162605	162225	764298	MAPHIS EGGLAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607) 594-3688
162605	162228	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	NYS			(607) 936-4552
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	1	NYS			(607) 739-8958
162605	162228	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	1	NYS	0990-0000		(607) 962-7675
162605	162225	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	1	NYS			(607) 535-2152
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	1				(607) 324-1560

PAGE BREAK TOTAL ACCOUNTS 16 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 16 TOTAL QUANTITY 18

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